



Hemisfair Park Area Redevelopment Corporation
Board Meeting Minutes
July 9th, 2025
8:30am-10:00am

Board Members in Attendance:

Cara DeAnda, Chair
Juan Landa, Vice Chair
Lucio Cantu
Corina Castillo-Johnson
Steve Yndo
Francisco Gonima
Sue Ann Pemberton

Staff Members in Attendance:

Melissa Robinson
Geoff Baldwin
Meredith Balzen
Danielle Reyes
Carl Rink
Hilda Valdez
Jane Linde

Board Members Not Present:

Ben Gorzell
Martha Martinez-Flores
Dr. Ana M. "Cha" Guzman
Lori Houston

Other Guests & Visitors:

Melanie Goebel, Golden Steves
Susan Thompson, Hemisfair
Conservancy

A. Call to Order

Ms. DeAnda called the meeting to order at 8:46am.

B. Citizens to be Heard.

There were none.

C. Approval of May 9th, 2025 Board Meeting Minutes

The minutes were not approved but the meeting proceeded while awaiting a quorum.

D. CEO Report

Ms. Robinson thanked the board and staff for welcoming her into her new position as interim CEO. She has been learning all the extensive details of the Hemisfair project and daily operations/events. Ms. Robinson has been participating in panels for Project Marvel and attending community meetings and focus groups. She emphasized the importance of aligning the project with Hemisfair's mission and advocated for a Community Benefits Agreement from the City

The 2026 Budget will be presented at the next meeting

E. Board Committee Updates

Executive- Developments 1 and 2 will be discussed in the Executive Session.



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The board is still seeking to fill three vacant positions. Mr. Gonima recommends a campaign to educate the new City Mayor and Council on HPARC's needs, and to emphasize the need for timely appointments which require mayoral approval.

External Relations- Hemisfair has had an increase of followers and engagement on all platforms. Its accounts were verified on both Instagram and Facebook, which has also increased the reach of the content. Hemisfair has been recognized as #7 in USA Today's 10 Best Public Playgrounds.

To promote summer programming, there was an influencer "kickoff" event, where 12 influencers participated and reached 334,451 followers combined. There was also a donation drive for supplies for the victims of the Kerr County flooding, and Hemisfair collected 20,000 pounds of donated items. Marketing activations include the Christus Cow Parade, "Frozen Fridays" paleta giveaways, and the crowning of the Splash Pad Kid Mayor.

Summer programming attendance has drastically increased since last year. Events include Movies by Moonlight- "The Dog Days of Summer," Global Running Day, Future Ready Days, several Health and Wellness options, Super Fun Saturdays, and Disco Alfresco. The attendance at weekly Disco Alfresco nights rivals that of some of the small festivals.

Finance- FY25 is currently below the budgeted loss. Revenue is up 7% through events and interest income. HPARC is still waiting on City bond funding.

Planning and Development- Grass and temporary irrigation are being installed around the Red & Charlene McCombs Community Courts. A grand opening will happen sometime in September, but the court will be soft opened in the next month or so. The Wedge to the West of Civic Park has had grass added and is open.

Ms. Robinson presented updated Tower Park designs. The design statement reads "Tower Park is envisioned as a welcoming, intergenerational park that serves both as a public gathering space and model for age-inclusive design. Drawing from extensive community feedback and layered urban analysis, the park emphasizes comfort, flexibility, discovery, safety, and sustainability while honoring its historic downtown context."

F. Executive Session

Hemisfair may meet in executive session pursuant to Chapter 551 of the Texas Government Code to deliberate the purchase, exchange, lease, or value of certain real properties; personnel matters; or pending litigation.

D1/D2 Parcel Development

The board entered Executive Session at 9:49am

G. Discussion and Possible Action related to D1/D2 Parcel Development

Staff Recommendation:

HPARC Board authorizes Interim CEO to negotiate amendments to the D1/D2 sublease with respect to milestone dates and delegate authority to the Executive Committee to review final terms of such amendment if there are no material financial impacts.



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Ms. Castillo-Johnson made the motion to approve; Mr. Gonima seconded. The motion passed with all board votes.

H. Discussion and Possible Action Related to the Kampman House Porch Repair Contract Ratification

Staff Recommendation –

Qualifications based selection of Guido Construction as the restoration contractor for the upstairs porch repair on the Kampman House funded from philanthropic general capital support for operations and maintenance. Three bids were requested from Stoddard Construction, Troy Jessie, and Guido. Guido provided the only proposal.

Guido proposal: \$57,000 for reconstruction of the upstairs porch on the Kampman house.

Board approves expenditures not to exceed \$63,000* for the restoration construction. *A contingency of 10% covers any unexpected items.*

Mr. Yndo motioned, and Mr. Cantu seconded. The order was approved.

The meeting adjourned at 10:25am